

PURPOSE

To establish a procedure for the Michigan Department of Health and Human Services (MDHHS) for employee photography or videography requests.

PROCEDURE

Photography

When requesting photography services, the requestor should have a specific idea about how the images will be used prior to requesting them. Photography services should be coordinated at least one week in advance of when the photos need to be taken by.

For example, sharing through social media, with print publications and online are common ways photographic products are used.

Documentation of a media event, awards ceremony or conference are all acceptable and good uses. The requestor can share photos with award recipients post-event and use them on-line.

Portraits are generally requested for executive or management staff to use on-line, in publications, presentations and for promotional purposes.

MDHHS Office of Communications

The Office of Communications will work with the requestor to arrange when and where the photos will be taken.

The Office of Communications will edit the photos and return to the requestor within one week.

After they are taken, event photos are cropped and resized and color corrected to make everyone look their best.

Portraits are generally cropped, color corrected, skin tones are evened out, blemishes removed, teeth whitened, etc. to make the subject look best.

Videography

Videos can be as simple as someone speaking directly to the camera, to instructional messages, to creating trainings. When requesting videography services for instructional or informational video programming, the requestor should have:

- A very specific set of objectives or purpose for the training information.
- A finalized and approved script is an absolute must for videos.
- The audience should be identified, and a distribution plan is essential.
- The timetable for completion of the request is dependent upon the complexity of video proposal.
- Any costs associated with the production outside of staff time is the responsibility of the requesting unit.

Note: Generally live events are not recorded except in very specific circumstances.

MDHHS Office of Communications

The Office of Communications will work with the requestor to finalize the video script and visual details, and has the right to decline the production of a video if the content is not appropriate.

The Office of Communications will work with the requestor to arrange how, when and where the video will be taken.

The Office of Communications will edit the video and return to the Requestor for final approval.

MDHHS requests photo releases for all children under the age of 18. Please ensure that the form, DHS-199, Consent for Publication, is filled out by the child's guardian.

REFERENCES

DHS-199, Consent for Publication.

CONTACT

For additional information, please contact the MDHHS Communications office at 517-241-2112.